



DEPARTMENT OF THE ARMY
US ARMY SOLDIER SUPPORT INSTITUTE
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ATSG-CG

NOV 22 2004

MEMORANDUM FOR ALL Soldier Support Institute (SSI) Personnel

SUBJECT: Policy Memorandum #19 - Army Retention Program

1. Army Regulation 601-280, Army Retention Program, provides specific guidance concerning the qualifications and standards for retention. It also addresses the procedures to preclude substandard Soldiers from reenlisting and outlines the responsibilities of key personnel and the objectives of the program. The objectives of the program are:

- a. Reenlist in the Active Component, on a long-term basis, the greatest number of highly qualified Soldiers, consistent with the Army's needs.
- b. Access transitioning Soldiers into the appropriate Reserve Component program, based on geographical compatibility and unit vacancies.
- c. Achieve and maintain Army force alignment through the reenlistment of qualified Soldiers in critical skills.
- d. Obtain maximum command involvement at each echelon of command.

2. The success of the Army Retention Program depends upon effective leadership, vigorous command involvement and aggressive retention programs at all organizational levels. Reenlistment counseling is an ongoing mission and commanders and leaders will counsel Soldiers on a regular basis regardless of the Soldier's category or time remaining in service. Success is measured by mission accomplishment in all categories (initial, mid-career, career, FY and reserve component).

3. Here are the guidelines for developing your retention program:

- a. Command Involvement - Make retention a priority. Let everyone know the importance of retaining QUALITY Soldiers within the Active Army, Army National Guard, and Army Reserve. Talk to Soldiers on a regular basis.

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b. Goals - Make sure your unit's mission accomplishment for all categories is competitive with like units. Know your goals, and then meet them.

c. Reenlistment Noncommissioned Officer (NCO) - Select the best NCO to serve as your Reenlistment NCO. We need polished, aggressive, enthusiastic role models in these positions. Make sure they receive training in the area of retention.

d. Time - Give your reenlistment NCO enough time to accomplish his or her responsibilities.

e. Reenlistment Office - Provide a facility in an area frequently visited by all Soldiers. Make sure the office has an informal, friendly atmosphere that provides privacy during counseling.

f. Inspection - Follow up quarterly inspections conducted by the SSI Career Counselor. Correct deficiencies quickly.

g. Interviews - Conduct sincere interviews that encourage career and professional development. Maintain up-to-date Reenlistment Data Worksheets (DA Form 4591-R) on all enlisted Soldiers in the ranks of SSG and below.

h. Incentives - Establish reenlistment incentive and recognition programs for those Soldiers who reenlist, extend under the Bonus Extension and Retraining (BEAR) Program, transition into the Reserve Components or get accepted into Reserve Officer Training Corps (ROTC) Green to Gold program and the U.S. Army Military Academy Preparatory Schools (USAMAPS).

i. Commander's Attrition Reduction and Rehabilitation (CARR) Program - Make sure all leaders understand the purpose of CARR. Enroll substandard Soldiers and counsel Soldiers in a timely manner.

j. Publicity - Place publicity items in areas frequented by all Soldiers. Establish a separate section of the bulletin board for retention information (SRB/TSRB, BEAR Programs, Option, Incentive Programs, Point of Contact, etc.).

k. Knowledge - Make sure your leaders understand the importance of the retention program and know who is eligible for reenlistment in the Active Army or transition into the Reserve Components. Target your efforts on quality Soldiers only.

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I. Training - Make sure all unit retention NCOs attended quarterly training on retention and complete the Mobile Retention Team Training (MRTT) Course.

4. Reenlistment is a Commander's program. It requires command interest and involvement at all levels, including the senior NCO Corps. In view of this, the SSI CSM has the lead on our Retention Program.

5. Qualified and experienced Soldiers are our most valuable resource. Everyone's involvement in the Army Retention Program is essential to the success of a relatively small but highly technical Active Army, Army National Guard and Army Reserve.

6. The proponent for periodic review of this policy is the SSI Career Counselor.

7. READINESS STARTS HERE!


GINA S. FARRISEE
Brigadier General, USA
Commanding